CLAIMS

What is claimed is:

1. A system for providing discretionary viewing control in displaying data, comprising:

a display for displaying data, the display comprising a plurality of pixels; and

an integrated circuit in connection with said display for processing said data,

said data including at least first and second portions of data that are linked together, the first portion including payload data and the second portion including metadata,

said payload data providing content to each pixel of the plurality of pixels at the display independently and said metadata has a value selected from a predefined set of values and identifies each pixel at the display independently;

whereby the processable pixels at the display are classified according to a particular metadata value selected from the predefined set of values.

2. The system claim 1, wherein the integrated circuit comprises a filter for one of blocking and obscuring the content of each of the plurality of pixels that has a metadata value that exceeds a discretionary threshold value without preventing the display of the content of the plurality of pixels that does not have a metadata value that exceeds the discretionary threshold value.

3. A method for providing discretionary viewing control in displaying data, comprising:

providing a display comprising a plurality of pixels;

receiving data;

said received data including at least first and second portions of data that are linked together, the first portion including payload data and the second portion including metadata,

said payload data providing content to each pixel of the plurality of pixels at the display independently, and said metadata identifying each respective pixel at the display independently, said identifying comprising classifying each respective pixel according to a metadata value selected from a predefined set of values;

supplying said received data to an integrated circuit in connection with the display; and

processing the content for each respective pixel based on the identification of each respective pixel.

4. The method of claim 3, further comprising one of blocking and obscuring the content of each of the plurality of pixels that has a metadata value exceeding a discretionary threshold value, and displaying the content of the remaining plurality of pixels that are not blocked or obscured.

5. The method of claim 3, wherein the display is a display on a wireless terminal, and the step of supplying data to the display comprises supplying said data to the display on the wireless terminal.

6. A method for metering visibility of an advertisement, comprising:

providing a display with a plurality of pixels;

receiving data,

said received data including at least first and second portions of data that are linked together, the first portion including payload data and the second portion including metadata,

said payload data providing content to each of the plurality of pixels of the display independently, and said metadata identifying each respective pixel of the display independently, said identifying comprising classifying each respective pixel according to a particular metadata value selected from a predefined set of values;

supplying said received data to an integrated circuit in connection with the display;

processing the content for each respective pixel based on the identification of each respective pixel; and

periodically metering the number of pixels classified as advertisement by the metadata.

7. The method of claim 6, wherein the metering step comprises determining an advertising fee to charge to the advertiser based on the metering of the displayed portion of the advertisement.

8. The method of claim 7, wherein the advertisement comprises a portion that is not displayed, and the method further comprises charging the advertising fee based on the metered number of pixels that display the pixels classified as the advertisement multiplied by the length of time that the pixels classified as the advertisement are displayed without charging for the portion of the advertisement that is not displayed.

9. A method for providing an incentive to a player of a game, comprising;

providing a display having a plurality of pixels;

supplying data to an integrated circuit in connection with the display,

said data including at least first and second portions of data that are linked together, the first portion including payload data and the second portion including metadata,

said payload data providing content to each of the plurality of pixels of the display independently, and said metadata identifying each respective pixel of the display independently, said identifying comprising classifying each respective pixel according to a metadata value selected from a predefined set of values;

processing the content for each respective pixel based on the identification of each pixel;

opening a non-game item in response to a player activation of any of the pixels specified belonging to a non-game class; and

awarding a reward to the player upon viewing the non-game item.

10. The method of claim 9, wherein the non-game item comprises an advertisement.

11. The method of claim 10, wherein the step of awarding the reward comprises increasing the reward awarded based on the total number of the pixels classified as the advertisement as identified by the metadata.

12. The method of claim 10, wherein the step of awarding the reward comprises increasing the reward awarded based on the length of time the pixels display the advertisement as identified by the metadata.

13. The method of claim 9, wherein the game is a game played collaboratively by at least two players on the Internet.

14. A data frame to be processed in an integrated circuit and displayed pixel-wise, comprising:

at least first and second portions of data that are linked together, the first portion including payload data and the second portion including metadata;

said payload data providing content to each pixel of a display independently, and said metadata identifying each pixel of the display independently, said identifying comprising classifying each pixel according to a metadata value selected from a predefined set of values.

15. The data frame of claim 14, wherein the content comprises multiple channels of content.